

NEWSLETTER

Kentucky Department for Libraries and Archives

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SAGGING CIRCULATION: DOES IT MATTER?

Have you noticed a gradual decline in your library's book circulation? If so, you are not alone. Although the decrease was small, library book circulation nationwide declined by one percent in 1999, according to the most recent Index of American Public Library Circulation. Between 1994 and 1999, total book circulation in Kentucky increased modestly, despite a drop in the circulation of children's books. However, sixty-two public libraries in Kentucky reported a decrease in total circulation during this period.

Because circulation has long been used as a measure of success of the library program, it is important to think about what is behind this trend. According to the *Library Journal 2000 Book Buying Survey*, 95 percent of librarians surveyed cite Internet usage as the primary reason people are checking out fewer books. Much of the information that patrons are used to getting in books is now available – and indeed more current – when obtained from electronic resources. Also, Internet usage has attracted a different clientele to the library. Citizens who felt no need for more traditional library services are coming to the library for e-mail – not to mention Internet surfing.

Circulation is a measure of success that librarians, trustees, local officials, and the public understand. Not so simple to understand and to communicate to others is the impact of materials in electronic format on the library's service and success. Perhaps it is time to reexamine how we tell our story. Many libraries are revising how circulation is counted in order to reflect the changes in how libraries provide material. For instance, an Internet search might be counted as a reference question, while retrieval of

a full-text item could be considered a circulation. After all, what is the real difference in reading a magazine online rather than checking out the hard copy to take home and read? And does it really matter that a patron downloads a book

to an e-book reader rather than checking out the physical book? Maybe a shift in thinking from books to *reading* is in order. Even users who come to the library exclusively to surf the Internet are in fact browsing and reading. Is this so different from browsers of the print collection?



We *know* that despite declining circulation, libraries are often serving more people and that we

continue to meet information and reading needs of the public. Reliance on traditional collection of circulation data to tell ourselves and our public how well the public library is performing simply does not tell the whole story. Guidance for revising the way libraries collect and present data demonstrating their success may be found in *Statistics and Performance Measures for Public Library Networked Services*, published by the American Library Association.

Does sagging circulation matter? Yes, no, and maybe. It creates the appearance that public libraries are doing less. It does not necessarily mean that the library is providing less service; it might be related instead to changes in how libraries provide the service. It might be an indication that service is indeed on the decline and that changes need to be made. Regardless, this is a trend that deserves careful attention.

ANNUAL SPRING CONFERENCE

It's time to make your plans to attend the Public Library Section Annual Spring Conference. The conference will be held April 11-13 at the Holiday Inn Hurstbourne in Louisville. Featured programs include eBooks and the Public Library, How to Handle Difficult People in the Library, and Eliciting the Best from Your Staff. Thursday, April 12 will be a day full of programs specially designed for library trustees. For more information, contact Chair-Elect Susan Eubank at 502-222-1141 or e-mail her at <susaneub@oldhampl.org>.

PUBLIC LIBRARY STANDARDS

Public Library Standards are a useful tool for evaluating public library service and for demonstrating the need for additional resources. Kentucky will join the growing number of states with established standards for public libraries. At the initiative of KLA President Judy Burdine, the development of these standards is underway.

Committees will develop standards for the following broad topics: access, collections, facilities, governance, personnel, public relations/marketing, services, and cooperation and technology. Composition of these committees will include PLS members, KLA members, public library trustees, and State Advisory Council members. KDLA staff will serve as facilitators. Public librarians chairing these committees will be announced at the Business Meeting of the PLS Spring Conference, and volunteers for committee work will be recruited.

DON'T FORGET...

Be sure to check the Continuing Education Calendar at <<http://www.kdla.net/events/ce.htm>> for the latest news on conferences, programs, workshops, and other professional education opportunities.

NEW CIPA WEB SITE

The American Library Association's Office for Intellectual Freedom and Washington Office have launched a new Children's Internet Protection Act (CIPA) web site aimed to keep the library community updated about ALA activity regarding CIPA, including a lawsuit challenging CIPA and federal rulemaking. This site also includes recommendations for action by libraries. The web address is <<http://www.ala.org/cipa/>>.

PLANNING FOR RESULTS

A new manual, *The New Planning for Results: A Streamlined Approach*, is at last available! This manual is a must for any library director approaching the long-range planning process. The ISBN is 0-8389-3498-6. Also available is *Managing for Results: Effective Resource Allocation for Public Libraries*, an essential tool for libraries facing the implementation of a new long-range plan. The ISBN is 0-8389-3498-6.

Both titles are available from the American Library Association. To place an order, call toll-free at 1-800-545-2433.

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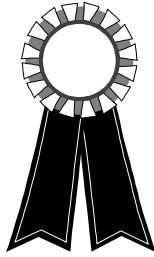
Serving Kentucky's Need to Know



An agency of the Education, Arts & Humanities Cabinet

BOWLING GREEN LIBRARIAN HONORED

The Association for Library Service to Children (ALSC), a division of the American Library Association, is pleased to announce that Ashley Fowlkes is the 2001 recipient of the ALSC/Econo-Clad Literature Program Award. Fowlkes, children's librarian at the Bowling Green Public Library, was selected for her development of the "Young Adult Storytelling Drama Troupe."



Participants in this program are young adults in grades 7-12 who perform for preschool and elementary age children and their families. Members meet weekly to develop original productions for children that dramatize a variety of stories from both current and classic picture books, fairy tales and poetry collections.

"Teens meet for the purpose of encouraging younger children to get excited about reading. Together they explore children's literature and then become fully involved in the creative process of bringing selected stories to life on the stage. We do not ask for previous acting experience, only lots of enthusiasm," said Fowlkes.

Members of the award committee cited teen involvement in the library, the development of positive teen role models for children and the broad selection of literature featured as being among the high points of the program.

"It is evident that due to Fowlkes' hard work, inspiration and leadership, both teens and young children in Bowling Green benefit from this high quality program," said committee chair Silvia Kraft-Walker.

As the winner, Fowlkes will receive a \$1,000 grant to attend the ALA Annual Conference next June in San Francisco. The award is made possible through an annual grant from the Econo-Clad Books Company, a division of the American Companies.

2001 NOTABLE BOOKS

The Notable Books Council of the Reference and User Services Association (RUSA), a division of the American Library Association, has compiled its 2001 list of outstanding books for the general reader. These titles have been selected for their significant contribution to the expansion of knowledge and for the pleasure they can provide to adult readers. For the complete list, go to <<http://www.ala.org/pio/presskits/midwinterawards2001/notable.html>>.

BEST BOOKS FOR YOUNG ADULTS

Seventy-six books were chosen as Best Books for Young Adults by the Young Adult Library Services Association (YALSA), a division of the American Library Association. The list of titles, which includes fiction, nonfiction, poetry and biography recommended for young adults ages 12-18, can be found online at <www.ala.org/yalsa>. The list with annotations can be found on the same Web site under the "members only" section. The Best Books for Young Adults also will be available in the 2001 ALA's *Guide to Best Reading*.



NOTABLE CHILDREN'S WEB SITES

The Association for Library Service to Children (ALSC), a division of the American Library Association, has selected its 2001 Notable Children's Web Sites, the best Internet pages available for children 14 and younger. The selected Web sites may be found at <<http://www.ala.org/pio/presskits/midwinterawards2001/websites.html>>.

SOUTHEASTERN INSTITUTE ON COLLABORATIVE LIBRARY LEADERSHIP

Applications are now being accepted for a week-long institute to develop and enhance leadership among library staff engaged in consortial or collaborative activities. The Southeastern Institute on Collaborative Library Leadership will be held May 7-11, 2001 in Atlanta, Georgia. The goal is to teach staff the skills they need to lead their organizations into the future, a future where cooperation and collaboration are critical for success. The project is a collaborative effort involving the Council on Library and Information Resources, the Institute of Museum and Library Services, and the Southeastern Library Network (SOLINET).

Current employees from any type of library working in consortial or collaborative environments on a local, statewide, and regional basis in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia may apply. Applicants should have at least three years of varied professional-level work experience in libraries. In addition, they must possess a vision of the future of collaboration among libraries and library organizations and have demonstrated leadership ability.

Grant funding will cover expenses (tuition, travel, hotel accommodations, and meals) for 30 librarians to attend. Each of the ten Southeastern states will receive two slots, with the remaining ten slots to be filled from the remaining pool of applicants.

All applications must be received no later than March 30, 2001. More information and the Application Form may be found at <<http://athena.solinet.net/cet/institut.htm>>.

Mail the completed application form and required attachments to Southeastern Institute on Collaborative Leadership; SOLINET; 1438 West Peachtree Street, NW; Suite 200; Atlanta, GA 30309-2955.

Or e-mail information indicated to <cal_shepard@solinet.net>.

PLANNING FOR EVENTS AHEAD

Don't forget the following special events and dates for library related activities:

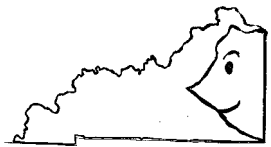
- March 22** Virtual Collection Development workshop @ EKU Manchester Campus. Open to KLN members only.
- March 23** Virtual Collection Development workshop @ Lexington Public Library. Open to KLN members only.
- March 23** Filtering workshop @ Perry County Public Library in Hazard
- March 27** Filtering workshop @ Rowan County Public Library in Morehead
- March 29** Filtering workshop @ KY Utilities Building in Elizabethtown
- April 1-7** National Library Week
- April 2** Filtering workshop @ Lyon County Public Library in Eddyville
- April 2** Supplemental Summer Reading Program workshop @ Ohio County Public Library in Hartford
- April 2** Supplemental Summer Reading Program workshop @ Lexington Public Library
- April 2** Supplemental Summer Reading Program workshop @ Pike County Public Library in Pikeville
- April 3** Supplemental Summer Reading Program workshop @ Ohio County Public Library in Hartford
- April 3** Supplemental Summer Reading Program workshop @ Lexington Public Library
- April 3** Supplemental Summer Reading Program workshop @ Pike County Public Library in Pikeville

April 3	Filtering workshop @ Daviess County Public Library in Owensboro	April 24	Legal Reference Services & Resources on the Internet workshop @ Boone County Public Library Scheben Branch in Union. Open to KLN members only.
April 4	Supplemental Summer Reading Program workshop @ Lexington Public Library	April 27	Legal Reference Services & Resources on the Internet workshop @ Lexington Public Library. Open to KLN members only.
April 4	Supplemental Summer Reading Program workshop @ Pike County Public Library in Pikeville	April 30-May 1	Library Legislative Day
April 4	Filtering workshop @ Adair County Public Library in Columbia	May 1	Uniform Financial Information Report (UFIR) must be submitted to Department of Local Government.
April 5	Supplemental Summer Reading Program workshop @ Ohio County Public Library in Hartford	May 2	Virtual Collection Development workshop @ Murray State University Applied Science Building. Open to KLN members only.
April 5	Supplemental Summer Reading Program workshop @ Lexington Public Library	May 11	Searching the Internet for Medical Information workshop @ Western Kentucky University Conference Center in Bowling Green. Open to KLN members only.
April 5	Supplemental Summer Reading Program workshop @ Pike County Public Library in Pikeville	May 17	Legal Reference Services & Resources on the Internet workshop @ Casey County Public Library in Liberty. Open to KLN members only.
April 6	Filtering workshop @ KDLA in Frankfort	May 18	Legal Reference Services & Resources on the Internet workshop @ ECU Manchester Campus. Open to KLN members only.
April 6	Searching the Internet for Medical Information workshop @ Louisville Free Public Library Main Computer Learning Center. Open to KLN members only.		
April 11-13	Public Library Section Spring Conference @ Holiday Inn Hurstbourne in Louisville		
April 17	Legal Reference Services & Resources on the Internet workshop @ Murray State University Applied Science Building. Open to KLN members only.		
April 18	Legal Reference Services & Resources on the Internet workshop @ Western Kentucky University Conference Center. Open to KLN members only.		

"There is not such a cradle of democracy upon the earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration."

-- Andrew Carnegie (1835-1919)

'CROSS THE COMMONWEALTH



All across the Commonwealth public libraries and librarians are doing remarkable things that deserve the recognition of their colleagues. This column attempts to highlight some of these. Requests for additional items are continually solicited.

The **Edmonson County Public Library** will reap benefits from a \$1,000,000 grant received by the Edmonson County School District. The 21st Century Community Learning Center Program grant will provide the public library with staff funding to be open until 8:00 P.M. four days a week. The grant will also provide enrichment activities and programs which will be held in the library's meeting room throughout the year.

At **Louisville Free Public Library's** Third Annual Staff Recognition Event, special awards went to:

Michael Medley – Florinne Kammerer Customer Service Award, Branch

Frances Roth – Barbara Pickett Frey Customer Service Award, Main

Matt Rummele – Inspiration Award

Technical Services Department – Teamwork Award

Main Information Services Accessibility Committee – Creativity/Innovation Award

Carroll County Public Library reports a 400% increase in compact disc circulation in one year. The primary contributing factor for the increase was the relocation of CDs to a more visible area of the library.

Governor Paul Patton visited the **McCreary County Public Library** for a town hall meeting in December. A group of 25-30 citizens attended.

Children's author George Ella Lyon was the special guest at the **Taylor County Public Library** in February. She conducted a story hour and read from her works for the public.

The **Rockcastle County Public Library** is the home of a new Gear-Up Career Center. The center was funded with grant money from Gear-Up and Berea College and provides two computers, a printer, and over 100 books, software, and other materials to encourage middle and early high school students to prepare for choosing a career, college, or technical school.

The **Hopkins County-Madisonville Public Library** celebrated January with a special program called *Blizzard Bonanza*. The program featured games, food, and fun with a snow and cold theme. Around forty children in grades K-6 attended.

The **Clay County Public Library** won the Best Float trophy by a non-profit organization in the local Christmas parade.

The **Friends for Carter County Public Libraries** have filed an appeal of the Fiscal Court's decision not to establish a library taxing district.

The **Breckinridge County Public Library** hosted a one-price-pays-it-all excursion from Hardinsburg to Frankfort for a half-day at the Kentucky Book Fair and a half-day at the Kentucky History Center. The *Toby Tour* bus completely sold out, with the library making a profit on each seat sold. Included in the package were brunch at Elizabethtown and dinner at Old Talbott Tavern in Bardstown.

As a result of its Technology Plan, the **Ohio County Public Library** has initiated a peer training program. Staff members are responsible for developing training sessions on topics such as KYVL and Internet search engines. The sessions are then presented to all other staff members. Staff training sessions occur on a bi-monthly basis.

PSAs AVAILABLE

The Campaign for America's Libraries has made ten print public service announcements available on the current Campaign for America's Libraries Web site, located at <www.ala.org/@yourlibrary>. The PSAs are posted in a variety of downloadable formats for use by libraries nationwide.

The PSAs are part of an online toolkit designed to help local libraries implement the Campaign in their communities. The Campaign for America's Libraries is a five-year public education effort, sponsored by the ALA, to promote the value of all types of libraries and librarians nationwide.

WILD ABOUT READING

Through a training partnership with the Kentucky Environmental Education Council, public librarians will be offered specialized environmental education in support of their activities for the "Wild About Reading" Summer Reading Program. Four different workshops will be offered in each of three public libraries across the state. Each workshop will feature nationally accredited instruction along with an extensive book of programming materials for use with K-12 children. The training will feature environmental activities that can be completed in one session, as well as ones that are highly interactive.



The four workshop topics are:
Project Wet, which promotes the awareness, appreciation, knowledge, and stewardship of water resources,
Project Wild, which emphasizes wildlife and its importance in the functioning of ecosystems,
Project Learning Tree, which promotes awareness and knowledge of the natural and built environment,
Project Food, Land, and People, which focuses on the interrelationships among agriculture, the environment, and people of the world.

CATALOGING TIP

As we all know, many things change when the new President takes office. There has to be a new Dewey number for the George W. Bush administration, and the Clinton administration has to have its Dewey closed out. Thankfully, it did not take as long to determine the new Dewey numbers as it did to count the votes! According to the OCLC/Forest Press website, these are the new numbers to use:

973.92 1953-2001
973.929 Administration of Bill Clinton, 1993-2001
973.93 2001-
973.931 Administration of George W. Bush, 2001-

You might want to make note of the address for this website. It is <http://www.oclc.org/dewey/updates/new_changed_entries.htm>. Dewey changes and additions are posted on the first day of each month, and Library of Congress subject headings with suggested Dewey numbers appear biweekly. There is no cumulated list on the site, but you can be reminded to check the list electronically by subscribing to Mind-it (instructions for this service are on the web page). This is definitely a site worth remembering!

Please feel free to call us anytime you have a question! We are always glad to help!

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TRADING PLACES

In a recent episode of TV show *Inside Edition*, a recent segment featured a Seattle librarian trading places with a Las Vegas showgirl for a few days. According to *Inside Edition's* web page, "Our librarian dispels the stereotype of the shy bookworm by letting her hair down and participating in a glamorous Las Vegas revue. Meanwhile, our showgirl tries her hand at stacking books, leading story hour and instructing citizens on reference material."

LIBRARY TRIVIA CORNER

Some famous people who once worked as librarians or in libraries:

St Benedict: The Italian monk was also a librarian for the Monte Cassino monastery, near Rome from 510 AD.

Casanova: Italian adventurer. In 1785, began 13 years career as a librarian for Count von Waldstein in the chateau of Dux in Bohemia, Czech Republic.

Fredrich Engels: German philosopher. Was appointed librarian at the Schiller-Anstalt library in the late 19th century.

J. Edgar Hoover: US law enforcement officer, lawyer and first FBI director. Worked as a cataloguer at the US Library of Congress.

Pope Pius XI: Before becoming Pope in 1922, worked for many years in the Ambrosian Library in Milan as chief librarian.

Mao Tse-tung: Chinese leader. Worked at the University of Beijing Library from 1918 as an assistant to the chief librarian.

Hector Berlioz: French composer. Employed as librarian at the Paris Conservatorie in 1838.

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